Appl. No. 09/816,306
Reply Dated May 10, 2005
Reply to Office Action of March 14, 2005

Express Mailing Label No.:
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Amendments to Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for multi-casting video content to ~~plural~~ a user ~~computers~~computer, the method comprising:

 distributing a video content program from a content center to ~~plural~~a regional data ~~centers~~ center via an open network;

 distributing the video content program from ~~each of the plural~~the regional data ~~centers~~ center to a user computer via a distribution network ~~computers network connected to the plural regional data centers~~ according to a multi-cast protocol; ~~and~~

 transmitting non-video data related to the video content program to the user ~~computers~~computer; and

 displaying the non-video data on ~~for display by~~ the user ~~computers~~computer contemporaneously with the video content program.

2. (Previously Presented) The method for multi-casting video content of claim 1 wherein the multi-cast protocol further comprises Internet Group Management Protocol (IGMP) and class D addressing with private multi-cast addresses.

3. (Previously Presented) The method for multi-casting video content of claim 1, wherein the open network is selected from the group consisting of a satellite network, a terrestrial wireless network, a cable network, and a fiber optic network.

4. (Currently Amended.) The method for multi-casting video content of claim 1, wherein the ~~user computers are network connected via a~~ distribution network is selected from the group consisting of a satellite network, a terrestrial wireless network, a cable network, and a fiber optic network.

5. (Currently Amended) The method for multi-casting video content of claim ~~4~~1, wherein the distribution network is interactive and wherein ~~the method further comprises:~~

~~receiving the video content program and the non-video data at at least one of the user computers connected to the distribution network;~~

~~displaying the video content program on the at least one user computer through a graphical user interface (GUI), the GUI further comprising an object button associated with an object in the video content program and a control button associated with the display of the video content program;~~

~~generating, at the at least one user computer, user data corresponding to selection of the object button or the control button by the user;~~

~~receiving the user data at the regional data center to which the at least one user computer is network connected;~~

~~processing the user data received from the user; and~~

~~sending a response to the at least one user computer.~~

the non-video data comprises an object button responsive to a means of user selection, and wherein the object button comprises a link associated with an object selected from the group consisting of a program-related video game, a program-related advertisement, a program-related service, and program-related merchandise.

6. (Currently Amended) The method for multi-casting video content of claim 5̶1, ~~wherein the video content program comprises a game and the user data comprises game play.~~ wherein the non-video data related to the video content is selected from the group consisting of a program-related video game, a program related advertisement, a link to program-related information, a program related service, and program-related merchandise.

7. (Currently Amended) The method for multi-casting video content of claim 5, wherein the method further comprises:

      generating, at the user computer user data corresponding to selection of the object button;

      receiving the user data at the regional data center via the distribution network;

      processing the user data; and

      sending a response to the user computer via the distribution network.

      ~~video content program comprises a plurality of selectable responses and the user data comprises a response selected by the user.~~

8. (Currently Amended.) The method for multi-casting video content of claim 5̶7, ~~wherein the object button is associated with information data, wherein the user data reflects the user's~~

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~~selection of the object button, and~~ wherein the response to the user comprises ~~the information data~~execution of the link to the object.

9. (Currently amended) The method for multi-casting video content of claim ~~5~~7, wherein the object associated with program-related services and program-related merchandise comprises means for the user to purchase program-related services and program-related merchandise. ~~object button is associated with an offer to sell goods or services, wherein the user data reflects the user's selection of the object button, and wherein the response to the user comprises the offer.~~

Claims 10-18 (canceled).

19. (Currently Amended) A system for multi-casting video program content and non-video data over a distribution network, the system comprising:

    a video program content;

    a non-video data contextually related to the video program content;

    a multicasting computer ~~comprising~~adapted to: ~~a processor, a storage means, a memory, the memory including software instructions, the software instructions further instructions for:~~

        ~~receiving~~receive the video program content;

        ~~receiving~~receive the non-video data;

        ~~distributing~~distribute the video content program via a distribution network according to a multi-cast protocol; and

        ~~transmitting~~transmit the non-video data contemporaneously with the video program content over the distribution network; and

    a user computer adapted to display the non-video data contemporaneously with a display of the video program content.

20. (Previously Presented) The system for multi-casting video content program and data content over a distribution network of claim 19 wherein the multi-cast protocol comprises Internet Group Management Protocol (IGMP) and class D addressing with private multi-cast addresses.

21. (Previously Presented) The system for multi-casting video content program and data content over a distribution network of claim 19, wherein the distribution network is selected from the

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group consisting of a satellite network, a terrestrial wireless network, a cable network, and a fiber optic network.

22. (New) The system for multi-casting video content program and data content over a distribution network of claim 19, wherein the non-video data related to the video content is selected from the group consisting of a program-related video game, a program related advertisement, a link to program-related information, a program related service, and program-related merchandise.

23. (New) The system for multi-casting video content program and data content over a distribution network of claim 19, wherein the distribution network is interactive and wherein the non-video data comprises an object button responsive to a means of user selection, and wherein the object button comprises a link associated with an object selected from the group consisting of a program-related video game, a program-related advertisement, a program-related service, and program-related merchandise.

24. (New) The system for multi-casting video content program and data content over a distribution network of claim 23, wherein the user computer is further adapted to generate user data corresponding to selection of the object button, and wherein the multicasting computer is further adapted to:

 receive the user data via the distribution network;

 process the user data; and

 send a response to the user computer via the distribution network.

25. (New) The system for multi-casting video content program and data content over a distribution network of claim 24, wherein the response to the user comprises execution of the link to the object.

26. (New) The system for multi-casting video content program and data content over a distribution network of claim 24, wherein the object associated with program-related services and program-related merchandise comprises means for the user to purchase program-related services and program-related merchandise.

27. (New) A method for multi-casting video content to a user computer, the method comprising:

 distributing a video content program from a content center to a regional data center via an

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open network, wherein the video content program comprises an active portion responsive

to a user selection means;

associating non-video data with the active portion;

distributing the video content program the non-video data from the regional data center to

a user computer via a network according to a multi-cast protocol; and

and

displaying the non-video data on the user computer contemporaneously with the display

of the video content program in response to a user selection.

28. (New) The method for multi-casting video content of claim 27 wherein the multi-cast

protocol further comprises Internet Group Management Protocol (IGMP) and class D addressing

with private multi-cast addresses.

29. (New) The method for multi-casting video content of claim 27, wherein the open network is

selected from the group consisting of a satellite network, a terrestrial wireless network, a cable

network, and a fiber optic network.

30. (New) The method for multi-casting video content of claim 27, wherein the distribution

network is selected from the group consisting of a satellite network, a terrestrial wireless

network, a cable network, and a fiber optic network.

31. (New) The method for multi-casting video content of claim 27, wherein the non-video data

related to the video content is selected from the group consisting of a program-related video

game, a program related advertisement, a link to program-related information, a program related

service, and program-related merchandise.

32. (New) The method for multi-casting video content of claim 27, wherein the distribution

network is interactive and wherein the non-video data comprises an object button responsive to a

means of user selection, and wherein the object button comprises a link associated with an object

selected from the group consisting of a program-related video game, a program-related

advertisement, a program-related service, and program-related merchandise.

33. (New) The method for multi-casting video content of claim 32, wherein the method further

comprises:

generating, at the user computer, user data corresponding to selection of the object

button;

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receiving the user data at the regional data center via the distribution network;

processing the user data; and

sending a response to the user computer via the distribution network.

34. (New) The method for multi-casting video content of claim 33, wherein the response to the user comprises execution of the link to the object.

35. (New) The method for multi-casting video content of claim 33, wherein the object associated with program-related services and program-related merchandise comprises means for the user to purchase program-related services and program-related merchandise.